10/31/83 A9095-2

Page 1
REPORT OF September 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for video games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	372.6	- 38.5	- 9.4			
1982	411.1	- 10.5	- 2.5			
1981	421.6					
CUMULATIVE						
1983	* 1990.3	-263.1	- 11.7			
1982	2253.4	- 45.0	- 2.0			
1981	2298.4					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	213.1	-171.3	- 44.6			
1982	384.4	+156.1	+ 68.4			
1981	228.3					
CUMULATIVE						
1983	* 2649.4	-576.4	- 17.9			
1982	3225.8	-120.6	- 3.6			
1981	3346.4					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin P.C.

* Adjusted totals represent increases based on recently acquired information.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH September 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6				221.1
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	250.4
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	255.4
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3*				
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1				294.4
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	358.4
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	371.8
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4*				
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4				9.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	24.8
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	10.9
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8				661.5
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	838.0
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	965.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED

* Adjusted totals represent increases based on recently acquired information.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52 SEPT. 1983

Arrow Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys*
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Kusan
Lego Systems
Leisure Dynamics**
Little Tikes
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster***
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

*Formerly Gabriel/Ideal
**Formerly Lakeside/Cox
***Formerly AMF Wheel Goods

A9095-2 12/9/83

Page 1
REPORT OF October 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for video games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	385.0	+ 2.1	+ 0.5			
1982	382.9	- 88.1	- 18.7			
1981	471.0					
CUMULATIVE						
1983	* 2375.3	- 261.0	- 9.9			
1982	2636.3	- 133.1	- 4.8			
1981	2769.4					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	187.8	+ 49.7	+ 36.0			
1982	138.1	- 57.7	- 29.5			
1981	195.8					
CUMULATIVE						
1983	* 2837.2	- 526.7	- 15.7			
1982	3363.9	- 178.3	- 5.0			
1981	3542.2					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

* Adjusted totals represent increases based on recently acquired information.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH October 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0			237.5
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	263.6
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	276.9
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3*	2375.3*			
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8			283.7
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	336.4
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	354.2
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4*	2837.2*			
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7			10.7
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	27.3
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	12.8
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3			636.1
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	789.7
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	940.7

*UNCONFIRMED ORDERS ARE NOT INCLUDED

* Adjusted totals represent increases based on recently acquired information

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52 OCTOBER 1983

Arrow Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Hasbro
Hedstrom
H G Toys
Kenner
Kusan
Leisure Dynamics
Lego
Little Tikes
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

A9095-1054-2

Page 1
REPORT OF November 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for video games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 51)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	333.3	+ 53.0	+ 18.9 ✓			
1982	280.3	- 53.4	- 16.0			
1981	333.7					
CUMULATIVE			✓			
1983	*2708.6	- 208.0	- 7.1			
1982	2916.6	- 186.5	- 6.0			
1981	3103.1					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	141.4	+ 12.1	+ 9.4 ✓			
1982	129.3	+ 59.6	+ 85.5			
1981	69.7					
CUMULATIVE						
1983	*2978.6	- 514.6	- 14.7			
1982	3493.2	- 118.7	- 3.3			
1981	3611.9					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

* Adjusted totals represent increases based on recently acquired information.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH November 1983

(Millions of Dollars)

	JAN.	FEB	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3		246.2
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	265.1
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	282.1
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3*	2375.3*	2708.6*		
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4		270.8
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	317.6
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	328.4
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4*	2837.2*	2978.6*		
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1981 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	17.8		11.4
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	28.8
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	16.3
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3		602.5
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	732.4
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	891.8

*UNCONFIRMED ORDERS ARE NOT INCLUDED

*Adjusted totals represent increases based on recently acquired information

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 51 NOVEMBER 1983

Arrow Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H.G. Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

2/6/84
A9095-2

REPORT OF December 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for video games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 51)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	208.9	+ 18.2	+ 9.5			
1982	190.7	- 15.7	- 7.6			
1981	206.4					
CUMULATIVE						
1983	* 2917.5	- 108.8	- 3.6			
1982	3026.3	- 283.2	- 8.6			
1981	3309.5					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	78.8	- 5.4	- 6.4			
1982	84.2	- 6.3	- 7.0			
1981	90.5					
CUMULATIVE						
1983	* 3094.5	- 482.9	- 13.5			
1982	3577.4	- 125.0	- 3.4			
1981	3702.4					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

* Adjusted totals represent increases based on recently acquired information.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH December 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	243.1
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	252.2
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	275.8
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3*	2375.3*	2708.6*	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	257.9
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	298.1
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	308.5
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4*	2837.2*	2978.6*	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	*25.3	17.9	12.5
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	33.4
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	28.8
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	564.2
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	681.1
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	827.4

*UNCONFIRMED ORDERS ARE NOT INCLUDED

* Adjusted totals represent increases based on recently acquired information.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 51 DEC. 1983

Arrow Industries
Bandai American
Barr
Balzon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Milton Bradley
Mighty Star
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toys
Processed Plastic
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

3/9/84
A9095-2

Page 1
REPORT OF January 1984

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 53)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	142.9	+ 44.6	+ 45.4			
1983	98.3	- 17.7	- 15.3			
1982	116.0					
CUMULATIVE						
1984	142.9	+ 44.6	+ 45.4			
1983	98.3	- 17.7	- 15.3			
1982	116.0					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	773.6	+ 528.5	+ 215.7			
1983	245.1	- 85.6	- 25.9			
1982	330.7					
CUMULATIVE						
1984	773.6	+ 528.5	+ 215.7			
1983	245.1	- 85.6	- 25.9			
1982	330.7					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH January 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9												142.9
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	98.3
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	116.0
1984 CUMULATIVE YTD	142.9												
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6												773.6
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	245.1
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	330.7
1984 CUMULATIVE YTD	773.6												
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0												7.0
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	2.1
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	6.4
ORDERS ON HAND (End of Month)													
1984	719.0												719.0
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	193.1
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	326.2

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 53 JANUARY 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Balzon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H. G. Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O
Mighty Star

4/5/84
A9095-2

REPORT OF February 1984

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 53)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	265.5	+ 114.6	+ 75.9			
1983	150.9	− 36.1	− 19.3			
1982	187.0					
CUMULATIVE						
1984	408.4	+ 159.2	+ 63.9			
1983	249.2	− 53.8	− 17.8			
1982	303.0					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	702.3	+ 380.2	+ 118.0			
1983	322.1	− 90.4	− 21.9			
1982	412.5					
CUMULATIVE						
1984	1475.9	+ 908.7	+ 160.2			
1983	567.2	− 176.0	− 23.7			
1982	743.2					

NOTE + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH February 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5											204.2
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	124.6
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	151.5
1984 CUMULATIVE YTD	142.9	408.4											
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3											738.0
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	283.6
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	371.6
1984 CUMULATIVE YTD	773.6	1475.9											
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1											6.6
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	2.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	9.7
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9											937.5
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	279.0
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	427.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 53 FEBRUARY 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Matchbox
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Parker Brothers
Park Plastics
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

*** Kusan, National Tinsel and Testor Corporation are no longer participating ***

5/7/84
A9095-2

REPORT OF March 1984

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 53)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	292.8	+ 99.3	+ 51.3			
1983	193.5	- 74.1	- 27.7			
1982	267.6					
CUMULATIVE						
1984	701.2	+ 258.5	+ 58.4			
1983	442.7	- 127.9	- 22.4			
1982	570.6					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	668.4	+ 247.7	+ 58.9			
1983	420.7	- 175.4	- 29.4			
1982	596.1					
CUMULATIVE						
1984	2144.3	+ 1156.4	+ 117.1			
1983	987.9	- 351.4	- 26.2			
1982	1339.3					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH / March 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8										233.7
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	147.6
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	190.2
1984 CUMULATIVE YTD	142.9	408.4	701.2										
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4										714.8
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	329.3
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	446.4
1984 CUMULATIVE YTD	773.6	1475.9	2144.3										
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5										11.5
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	4.2
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	10.9
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5										1128.8
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	382.3
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	570.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 53 MARCH 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Golberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynarics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Parker Brothers
Park Plastics
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

4/10/84
A9095-2

Page 1
REPORT OF April 1984

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	292.6	+ 102.7	+ 54.1			
1983	189.9	- 34.0	- 15.2			
1982	223.9					
CUMULATIVE						
1984	993.8	+ 361.2	+ 57.1			
1983	632.6	- 161.9	- 20.4			
1982	794.5					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	1000.1	+ 568.0	+ 131.5			
1983	432.1	- 144.7	- 25.1			
1982	576.8					
CUMULATIVE						
1984	3144.4	+ 1724.4	+ 121.4			
1983	1420.0	- 496.1	- 25.9			
1982	1916.1					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH April 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8	292.6									248.5
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	158.2
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	198.6
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8									
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4	1000.1									786.1
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	355.0
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	479.0
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4									
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5	18.6									13.3
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	5.0
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	13.2
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5	2197.6									1396.0
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	491.8
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	702.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52 APRIL 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton-Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Parker Brothers
Park Plastics
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

7/84
A9095-2

Page 1
REPORT OF May 1984

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	309.1	+ 104.7	+ 51.2			
1983	204.4	- 24.7	- 10.8			
1982	229.1					
CUMULATIVE						
1984	1302.9	+ 465.9	+ 55.7			
1983	837.0	- 186.6	- 18.2			
1982	1023.6					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	445.8	+ 193.1	+ 76.4			
1983	252.7	- 50.4	- 16.6			
1982	303.1					
CUMULATIVE						
1984	3590.2	+ 1917.5	+ 114.6			
1983	1672.7	- 546.5	- 24.6			
1982	2219.2					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH May 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1								260.6
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	167.4
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	204.7
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9								
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8								718.0
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	334.5
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	443.8
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2								
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1								20.3
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	6.0
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	16.8
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5	2197.6	2286.2								1574.0
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	565.6
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	789.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52 MAY 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

A9095-2 7/84

Page 1
REPORT OF June 1984

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	392.6	+ 154.6	+ 65.0			
1983	238.0	- 34.4	- 12.6			
1982	272.4					
CUMULATIVE						
1984	1695.5	+ 620.5	+ 57.7			
1983	1075.0	- 221.0	- 17.1			
1982	1296.0					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	413.6	+ 172.9	+ 71.8			
1983	240.7	+ 5.5	+ 2.3			
1982	235.2					
CUMULATIVE						
1984	4003.8	+ 2090.4	+ 109.2			
1983	1913.4	- 541.0	- 22.0			
1982	2454.4					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH June 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6							282.6
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	179.2
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	216.0
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5							
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6							667.3
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	318.9
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	409.0
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8							
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3							26.3
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	6.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	19.1
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3							1686.6
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	612.9
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	834.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - JUNE 1983 (52)

Arrow Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H.G. Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O
CBS Toys

REPORT OF July 1984

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	349.6	+ 131.1	+ 60.0			
1983	218.5	− 37.6	− 14.7			
1982	256.1					
CUMULATIVE						
1984	2045.1	+ 751.6	+ 58.1			
1983	1293.5	− 258.6	− 16.7			
1982	1552.1					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	348.2	+ 111.8	+ 47.3			
1983	236.4	+ 37.8	+ 19.0			
1982	198.6					
CUMULATIVE						
1984	4352.0	+ 2202.2	+ 102.4			
1983	2149.8	− 503.2	− 19.0			
1982	2653.0					

NOTE + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH July 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6						292.2
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	184.8
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	221.7
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1						
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2						621.7
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	307.1
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	379.0
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0						
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9						26.1
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	8.2
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	20.0
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8						1783.1
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	647.3
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	852.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - JULY 1984

Arrow Industries
Bachmann Industries
Barr
Bandai American
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toy
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O

A9095-2

REPORT OF August 1984

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 50)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	450.5	+ 160.0	+ 55.1			
1983	290.5	+ 0.3	+ .1			
1982	290.2					
CUMULATIVE						
1984	2495.6	+ 911.6	+ 57.6			
1983	1584.0	- 258.3	- 14.0			
1982	1842.3					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	288.0	+ 35.2	+ 13.9			
1983	252.8	+ 64.4	+ 34.2			
1982	188.4					
CUMULATIVE						
1984	4640.0	+ 2237.4	+ 93.1			
1983	2402.6	- 438.8	- 15.4			
1982	2841.4					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH August 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5					311.9
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	198.0
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	230.3
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6					
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0					580.0
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	300.3
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	355.2
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0					
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1					33.7
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	8.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	21.4
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8					1788.5
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	666.7
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	849.2

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 50 AUGUST 1984

Arrow Industries
Bachmann Industries
Bandai American
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

COMPANIES NOT PARTICIPATING:

Colorforms
Carolina Enterprises
Mighty Star